

USIA SURVEY

Memorandum of Meeting of 24 May 1954  
1778 Pennsylvania Avenue at 2:30 P. M.  
With Mr. Lloyd Free, Princeton Research Center

Members of Survey: Mr. James Q. Reber, CIA

Observers: OCB Mr. Charles Taquey

1. Mr. Free, formerly in the State Department "P" area and for several years PAO in Italy, 1950 to 1953 and currently located as noted above.
2. Mr. Free explained generally the nature of his Japanese study and from it concluded that USIA programs could be more effective if upon arriving in a country the PAO could spend some time interviewing and getting the "lay" of the public opinion and target groups, persons of influence, etc., before he began work. He considered that his study, which should be done in a couple of weeks, would be in effect a basis for planning in Japan for USIA. He recognizes also that, however desirable it would be, it is unlikely that there could be enough resources or qualified personnel to conduct such surveys in many of the countries along the lines of his own survey.
3. Mr. Free was most unenthusiastic about public opinion survey as a means of measuring the effectiveness of USIA. He felt that for purposes of dealing with Congress, anecdotal material was much more effective. He believed that most of this material could be sent in and that much of what had been sent in would be uncovered if the Agency instructed its people to sift it upward. He believed that pretesting before a campaign was desirable on occasion.
4. Mr. Free felt it very necessary that USIS indicate as precisely as possible what it wanted to accomplish and with what group rather than scattering its shots. He did feel that careful planning in this regard would profit by intelligence.

State Dept. declassification & release instructions on file